

A group of chickens of various breeds, including brown and white, are shown in a field of dry grass and straw. The chickens are scattered throughout the frame, with some standing and others sitting. The background is a mix of brown and green grass, suggesting a natural, outdoor setting. A semi-transparent white banner is overlaid across the middle of the image, containing the text "OUR CHICKEN STORY".

OUR CHICKEN STORY

OUR CHICKEN STORY

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- 1. VISION/MISSION**
2. FINANCIAL REPORT (2016-Oct 2020)
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VISION

FEEDING THE HUNGRY AROUND THE WORLD

MISSION

OUR CHICKEN STORY IS PURPOSE DRIVEN CHARITY THAT FEEDS THE HUNGRY BY BUILDING MICRO-SCALE CHICKEN FARMS THROUGH OUR COMMUNITY PARTNERS.

THESE FARMS ARE NON-RELIANT ON COMMERCIAL FEED MAKING IT SCALABLE AND SUSTAINABLE.

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Financial Statement for 2016-2020 (All donations go directly to the ground)

Revenue

Revenue			
S/N	What	Cost(\$)	Total(\$)
1	Community funding from NUS	1,000	1,000
2	Donations from Family and Friends (May 2016)	600	600
3	Money prize from SOimpact 2017 business competition	3,000	3,000
4	Donations from Family and Friends (2017)	3,200	3,200
5	Virtual Running Collections	400	400
6	Donation (anonymous)	3,000	3,000
Total			11,200

Cost

Cost			
S/N	What	Cost(\$)	Total(\$)
1	First farm in 2016 (Pursat)	1,800	1,800
2	Tshirt printing for fund raising	600	600
3	Design of Tshirt	0	0
4	Salary	0	0
5	Second farm (Chom Thom)	2,800	2,800
6	Chicken hatchery (Cambodia)	2,200	2,200
7	Chicken Farm (Chiang Mai)	2,200	2,200
8	Money to help 3 families in Chiang Mai	350	350
9	Design for Chicken Run	800	800
10	Our Insect Story Design	300	300
11	Microwave for BSF	150	150
Total			11,200

Ending cash: \$0

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OUR CHICKEN STORY

Impact at a glance

Built a total
of 4 farms

Benefited
close to 350
families

Empowered 4
organisation to
feed the
hungry

2016: First farm



Our first farm was built in 2016 (Pursat Province, Cambodia).

Supporting David's orphanage with 8 children.



2016:
Cambodia,
Pursat



Our Chicken Story started in 2016 with a simple heart's desire to feed the hungry in Asia in an empowering and dignifying way. It began in Cambodia where we met 2 orphaned boys called Mic and See- our hearts broke when we saw them heartily savoring a simple meal of chicken and eggs. Such food was considered a luxury, and protein was actually rare. We witnessed how children were undernourished and how their parents were in despair.

We built a chicken farm near the orphanage (10 orphans) that housed up to 300 chickens. With the steady flow of eggs, they have received a means of livelihood- to set up a simple business with the sale of eggs as well as fill their hungry tummies. With their skilled hands in agricultural work, taking care of chickens was not an unfamiliar task.

Unfortunately, all the chickens died 6 months later due to the heat. It was really disappointing but we started to learn the technicalities of what makes a good chicken farm. We then took these learnings and built the second farm in 2018.

2017: Second farm



Our second farm was built in 2017 (Chom Thom, Thailand).

Supporting Pastor Yow with the help of Adisak and Klaise. Thanks Sherlynn and Sharon who joined too!

2017: Year of
growth
Thailand, ChiangMai



Our Chicken Story 2017 started with an exciting journey when we won the SolImpact business challenge (as we needed more funds), it was a validation of our business idea. The news coverage by The Straits Times added managed to helped Our Chicken Story garner more support. We will be heading to Chiang Mai in December 2017 to execute our plans.

If Our Chicken Story can be beneficial in one village, we are excited to bring this to the rest of the world. The main partner will be Yow and Adisak from the Chom Thom district in Chiangmai.

A recce trip was done in Dec 2017 to determine the land we will be using for the farm. We decided to set up a layer farm (See last picture) for Yow and his family. We learnt that Yow feels bad (Yow has a family of 4) as he is not able to provide enough protein for his growing kids. It is certainly our privilege to work with Yow in this farm. Looking forward to completion of the farm in February 2018!

2018, First Layer Chicken farm and Chicken Run



2018 was an amazing year with the success of our first layer chicken farm in Chiangmai (This is the first in the region that we are situated in). Where it is able to produce up to 150 eggs a day (in a farm that is 10m x 5m). This was enough food for Yow and his family. He also could sell the eggs to other villagers for extra food and cover the cost of commercial feed.

This however is not sustainable as we needed to depend on the commercial feed by CP- the commercial feed is really expensive and wipes out all our profit margin in the sales of the eggs. The scalability of the farms is also not possible with the dependency to commercial feed. We sourced for alternative feed for the chickens and came across the Black Soldier Fly that is able to turn agricultural/organic waste to protein-rich larvae.

We also launch the Chicken or Egg Run in 2018 in an attempt to raise funds. Unfortunately, the sign up rates for the Run wasn't high but we are looking to launch it again in 2020 with a virtual Run.

2019: Recce with New Life Church/Orphanage in Myanmar and Black Soldier Flies



At the start of 2019, we then travelled to plan a farm in Phnom Penh (Working with new life church). We will be working with Pastor Chel to build a Chicken farm on top of the chicken hatchery that he already has. New Life Community has a total of 100+ rural churches across Cambodia. Many of these community leaders will benefit from a Chicken business to sustain the work they are doing as well as feeding the hungry amongst them.

We went to Myanmar with Tee Gay's team to explore how we can work with the orphanage to provide protein for the 160 boys staying in the premises. We were shocked to find out that the boys only have vegetable/beans/rice for their everyday meal- meat or egg is a delicacy for them. We explored ways to build a farm for them but in the end, we are not be able to do it sustainably if we are dependent on Commercial Feed. The eggs produced by the chickens will need to be sold to fund the feed.

When we are back in Singapore, we managed to liaise with National University of Singapore to work with their Black Soldier Fly research team to solve the feed issue.

A Letter of Partnership was signed in Jan 2020 to build a chicken farm with Pastor Chel- upon success, we will scale it with New Life Church

2020: Third farm



Our third farm was built in early 2020 (Kampong Thom, Cambodia).

Supporting Pastor Chel with his existing hatchery. The plan is to scale once it is successful

2020: Fourth farm



Our fourth farm was
built in June 2020
(Chiang mai)

We supported Pat who
owns a farm and
reformatory centre for
Delinquent youths.

2020: Chicken Hatchery in Cambodia and
Chicken/BSF farm in ChiangMai



One of the key breakthroughs happened in 2020 while working with our new Partner (Pat). Pat's farm became the "Model Farm" and he is working with the Thailand Government to replicate this farm in Thailand. We agreed to work on a Chicken farm and Black Soldier Fly (BSF) Farm in May 2020 when Covid hits. This is also because the villagers are getting worried about the implication of global warming and food security issues.

We are glad to say that Pat's BSF farm has managed to reduce feed cost by up to 95% by using Agriculture waste and by-products. Eggs laying has also reach about 60-70% of Commercial's output. This is a huge breakthrough as Feed cost is typically 70% of the running cost of a farm.

There is also success in the Chicken Farm we build in Cambodia.

The key is to now integrate the Chicken Hatchery, Chicken Farm as well as BSF farm- which is also the last stage of our prototype.

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We had intentions
to scale this
Micro-Chicken
Farm/hatchery

BUT:

SUSTAINABILITY



PROFITABILITY



SCALABILITY



WHY is it **not** scalable/Sustainable?

Commercial Chicken Feed



Affordability

60-70% of the
running cost

Accessibility

Villages too far from
city: Hence, no access
to feed

Unsustainable

Use of Fishmeal and
Soymeal as protein
source



OUR SOLUTION

BLACK SOLDIER FLY

Food/Organic waste

Feed for animals



Problem

Potential

Life cycle of Black Soldier Fly



Working
with NUS
for the
research

Black Soldier
Fly has a 20%
conversion
rate

Each adult
lays
500-1000
eggs

5-10% of the
larvae used
to become
adult

Period to
harvest: 15-16
days

WORK WITH ECHO FOR FEED (CARBOHYDRATES)

We have been liaising with ECHO asia to learn how to raise Chickens without the use of commercial eggs. Even since, we have been using fermented Banana stems, BSF, Morning Glory, Fruits as a substitute for Chicken feed.



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Prototype Process

WE ARE HERE

2018: First Layer Farm:

First layer farm was done in Chom Thom with Pat and Adisak.

However this is not sustainable/scalable as we needed to depend on Commercial Feed

2018: Chicken hatchery

Partnership with New Life Church allowed us to gain knowledge and access to Micro-chicken Hatchery.

2019: Black Soldier Fly

Partnership with NUS allowed us to successfully build a chicken layer farm that uses BSF feed.

2020: Black Soldier Fly

Partnership with Pat allowed us to successfully reduce feed cost by up to 95% using the BSF.

This model is now sustainable and scalable

2020/2021: Last stage

We are at the last stage of prototype where we need to integrate the chicken farm/hatchery and BSF feed production. Upon which, we will do up the training videos and begin the scaling process

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Plans for 2020/2021

There will be 3 main focus for 2020:

1. **Integration:** We will be integrating the Chicken Hatchery, Chicken Farm as well as the BSF feed production in both Pat's farm as well as a new identified partner in Cambodia. We will need to optimise the process of all 3 units to have a near 90% commercial output (But running at only around 30% of the cost). Hence increasing operational margin.
2. **Training and publicity:** We will stitch up the training videos needed to run the farm in English, Thai as well as Cambodian language. Publicity videos will also be made.
3. **Raise funds:** There will be a focus to raise at least 50,000 usd for the following:
 - 5 new farms: $5 \times \$6000 = \$30,000$
 - Publicity/training videos/translation fee: About \$6,000 (we will try to find people to do it pro-bono)
 - A new store and Chicken Run will also be launched to cover the overhead cost (If this go well, we will be paying Caleb (CEO) a monthly pay of \$500usd. Caleb has not been drawing pay since the start of this project in 2016.

We still adopt the 100% model where 100% of ALL donations will go directly to the ground

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Caleb, Singapore



Klaise, Thailand, Partnership



Pat, Thailand, Leader



Yow, Thailand, Operations



Chel, Cambodia, Chicken Hatchery



Singly, Cambodia, Translation

